

APRIL 20-26, 1981 2

(S) Special or Preempting Program. (B) Breakout due to coverage or change in telecast day.

U.S. TV Households: 77,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 20-26, 1981 4

New York Time					NIELSEN AVERAGE					New York Time					NIELSEN AVERAGE												
Duration					AUDIENCE					Duration					AUDIENCE												
Day										Day																	
Ntwk					Households					Ntwk					Households												
Program Name					No. Prog.					Program Name					No. Prog.												
					Sta. Covg.										Sta. Covg.												
					(000) %										(000) %												
					%										%												
LATE FRINGE																											
ABC NEWS:NIGHTLINE					11:30	30	M-F	A	6,610	8.5	26	190	97	GUIDING LIGHT					3:00	60	M-F	C	5,600	7.2	24	195	99
ABC WEEKEND REPORT-SAT.					11:00	15	SAT.	A	5,450	7.0	15	173	92	JEFFERSONS M-F					10:00	30	M-F	C	4,360	5.6	26	155	89
ABC WEEKEND REPORT-SUN.					11:00	15	SUN.	A	4,590	5.9	13	172	93	LAS VEGAS GAMBIT					10:00	30	M-F	N	2,570	3.3	15	134	77
CBS NEWS SPEC. RPT. MON.(S)					11:30	36	MON.	C	4,430	5.7	19	176	93	LOVE BOAT DAYTIME					11:00	60	M-F	A	4,900	6.3	28	194	98
CBS NEWS SPEC. RPT. THUR.(S)					11:30	35	THU.	C	4,980	6.4	21	176	93	MORNING-CHARLES KURALT					7:00	60	M-F	C	2,180	2.8	17	186	99
CBS SUNDAY NEWS-BRADLEY					11:00	15	SUN.	C	5,450	7.0	15	131	71	NEWSBREAK-11.57					11:57	02	M-F	C	4,750	6.1	26	163	88
CHARLIE'S ANGELS-12.00					12:00	68	THU.	A	3,350	4.3	23	177	95	NEWSBREAK-3.57					3:57	02	M-F	C	4,430	5.7	18	176	94
FANTASY ISLAND-12.00					12:00	68	MON.	A	3,190	4.1	20	168	94	ONE DAY AT A TIME-M-F					4:00	30	M-F	C	3,110	4.0	13	125	72
FRIDAYS					12:00	71	FRI.	A	4,900	6.3	26	181	96	ONE LIFE TO LIVE					2:00	60	M-F	A	6,220	8.0	28	199	99
LATE MOVIE I					VAR	VAR	M & TH	C	3,660	4.7	25	158	89	PASSWORD PLUS					11:30	30	M-F	N	3,580	4.6	20	189	93
LATE MOVIE II					VAR	VAR	M & TH	C	2,960	3.8	33	158	89	PRICE IS RIGHT 1					11:00	30	M-F	C	4,750	6.1	27	191	96
LOVE BOAT-12.00					12:00	68	WED.	A	3,350	4.3	21	177	95	PRICE IS RIGHT 2					11:30	30	M-F	C	5,600	7.2	31	189	96
MIDNIGHT SPECIAL					12:30	90	FRI.	N	2,960	3.8	20	194	97	RYAN'S HOPE					12:30	30	M-F	A	4,980	6.4	25	186	96
NBA ON CBS-TUE.(S)					11:30	124	TUE.	C	3,350	4.3	20	175	92	SEARCH FOR TOMORROW					12:30	30	M-F	C	4,820	6.2	24	186	96
NBA ON CBS-WED.(S)					11:30	134	WED.	C	3,350	4.3	21	175	93	TEXAS					3:00	60	M-F	N	3,660	4.7	16	192	93
NBA ON CBS-FRI.(S)					11:30	137	FRI.	C	4,200	5.4	21	176	94	TODAY SHOW-7.30AM					7:30	30	M-F	N	3,970	5.1	27	215	99
NBC LATE NIGHT MOVIE					11:30	77	SUN.	N	1,240	1.6	6	74	47	TODAY SHOW-8.30AM					8:30	30	M-F	N	4,360	5.6	25	212	99
SATURDAY NIGHT					11:30	77	SAT.	N	6,150	7.9	27	211	98	WHEEL OF FORTUNE					11:00	30	M-F	N	4,200	5.4	24	189	94
TOMORROW COAST TO COAST-1					12:30	30	M-TH	N	2,490	3.2	18	191	98	YOUNG AND THE RESTLESS					1:00	60	M-F	C	5,840	7.5	28	195	99
TOMORROW COAST TO COAST-2					1:00	VAR	M-TH	N	1,790	2.3	19	192	98	NUMBER OF PROGRAMS					34								
TONIGHT SHOW																											
TUESDAY MOVIE-WEEK-PART 1					12:00	71	TUE.	A	4,050	5.2	26	169	94	ABC WEEKEND SPECIALS					12:00	30	SAT.	A	4,670	6.0	27	187	94
TUESDAY MOVIE-WEEK-PART 2					1:11	18	TUE.	A	3,190	4.1	30	169	94	ABC WIDE WORLD-SPORTS SAT					5:11	79	SAT.	A	8,870	11.4	29	201	98
NUMBER OF PROGRAMS					23						ABC WIDE WORLD-SPORTS SUN					4:30	90	SUN.	A	5,760	7.4	23	195	97			
										ALL NEW POPEYE HOUR 1					11:00	30	SAT.	C	4,510	5.8	25	189	97				
										ALL NEW POPEYE HOUR 2					11:30	30	SAT.	C	3,890	5.0	23	190	97				
WEEKDAY DAYTIME																											
ABC DAYTIME NEWSBRIEF-M-F					1:57	02	M-F	A	5,910	7.6	27	178	93	AMERICAN BANDSTAND '81					12:30	60	SAT.	A	3,890	5.0	21	173	87
ALICE-M-F					10:30	30	M-F	C	4,750	6.1	28	166	92	AMERICAN SPORTSMAN					3:30	60	SUN.	A	3,890	5.0	17	171	91
ALL MY CHILDREN					1:00	60	M-F	A	6,460	8.3	31	197	99	ANIMALS, ANIMALS, ANIMALS					11:30	30	SUN.	A	1,630	2.1	10	138	86
ANOTHER WORLD					2:00	60	M-F	N	4,050	5.2	19	204	98	ASK NBC NEWS-8:58AM					8:58	02	SAT.	N	1,950	2.5	14	190	97
AS THE WORLD TURNS					2:00	60	M-F	C	5,910	7.6	27	193	99	ASK NBC NEWS-10:58AM					10:58	02	SAT.	N	3,810	4.9	21	194	94
BLOCKBUSTERS					10:30	30	M-F	N	3,420	4.4	20	146	83	ASK NBC NEWS-11:58AM					11:58	02	SAT.	N	3,110	4.0	19	174	84
CAPTAIN KANGAROO					8:00	60	M-F	C	2,330	3.0	14	174	97	ASK NBC NEWS-9:58AM					9:58	02	SAT.	N	2,260	2.9	13	199	98
CARD SHARKS					12:00	30	M-F	N	2,410	3.1	12	139	69	BATMAN & SUPER 7 I					11:00	30	SAT.	N	3,420	4.4	19	174	84
DAYS OF OUR LIVES					1:00	60	M-F	N	4,750	6.1	23	206	99	BATMAN & SUPER 7 II					11:30	30	SAT.	N	2,880	3.7	17	174	84
DOCTORS					12:30	30	M-F	N	3,350	4.3	17	185	91	BUGS BUNNY/ROAD RUNNER 1					8:30	30	SAT.	C	4,430	5.7	31	202	99
EDGE OF NIGHT					4:00	30	M-F	A	3,420	4.4	14	156	82	BUGS BUNNY/ROAD RUNNER 2					9:00	30	SAT.	C	5,760	7.4	37	202	99
FAMILY FEUD					12:00	30	M-F	A	5,370	6.9	27	184	92	BUGS BUNNY/ROAD RUNNER 3					9:30	30	SAT.	C	5,910	7.6	34	202	99
GENERAL HOSPITAL					3:00	60	M-F	A	7,940	10.2	34	200	99	CBS SPORTS SATURDAY					4:30	90	SAT.	C	5,130	6.6	19	163	88
GOOD MORNING, AMERICA-730					7:30	30	M-F	A	3,580	4.6	25	202	99	DAFFY DUCK SHOW					10:30	30	SAT.	N	3,660	4.7	21	194	94
GOOD MORNING, AMERICA-830					8:30	30	M-F	A	4,360	5.6	25	201	98	DEAR ALEX & ANNIE-11.55AM					11:55	04	SAT.	A	3,730	4.8	23	185	95
										DEAR ALEX & ANNIE-11.26AM					11:26	03	SUN.	A	2,020	2.6	13	121	81				
										DRAK PACK					12:30	30	SAT.	C	4,280	5.5	23	169	92				
										DRAWING POWER					12:30	30	SAT.	N	1,870	2.4	10	143	74				
										FACE THE NATION					11:30	30	SUN.	C	2,490	3.2	16	172	97				
										FLINTSTONE'S COMEDY SHW 1					9:00	30	SAT.	N	2,260	2.9	15	199	98				

Δ Partial time interruption within program.

+ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 77,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 20-26, 1981 6

Program Name	New York Time			NIELSEN AVERAGE			No. Prog. Sta. Covg.		Program Name	New York Time			NIELSEN AVERAGE			No. Prog. Sta. Covg.			
	Duration	Day	Ntwk	Households (000)	Share %	Share %				Duration	Day	Ntwk	Households (000)	Share %	Share %				
WEEKEND DAYTIME (CONT)																			
FLINTSTONE'S COMEDY SHW 2	9:30	30	SAT.	N	2,490	3.2	15	199	98	TARZAN/LONE RANGER-2	10:30	30	SAT.	C	4,280	5.5	24	197	99
FLINTSTONE'S COMEDY SHW 3	10:00	30	SAT.	N	3,190	4.1	18	199	98	30 MINUTES	1:30	30	SAT.	C	2,800	3.6	14	173	96
FONZ/HAPPY DAYS GANG	9:00	30	SAT.	A	5,210	6.7	33	191	99	THREE ROBONIC STOOGES	8:30	30	SUN.	C	470	.6	7	42	31
GODZILLA/HONG KONG 1	8:00	30	SAT.	N	2,260	2.9	21	190	97	THUNDARR-THE BARBARIAN	10:30	30	SAT.	A	5,680	7.3	32	192	98
GODZILLA/HONG KONG 2	8:30	30	SAT.	N	2,180	2.8	16	190	97	TIME OUT-8:28AM	8:28	02	SAT.	N	2,180	2.8	19	190	97
GREATEST SUPERFRIENDS-1	8:00	30	SAT.	A	3,500	4.5	32	177	90	TIME OUT-9:28AM	9:28	02	SAT.	N	2,410	3.1	16	199	98
GREATEST SUPERFRIENDS-2	8:30	30	SAT.	A	4,900	6.3	36	177	90	TIME OUT-10:28AM	10:28	02	SAT.	N	3,030	3.9	17	199	98
HEATHCLIFF & DINGBAT	11:00	30	SAT.	A	4,590	5.9	26	195	98	TIME OUT-11:28AM	11:28	02	SAT.	N	3,420	4.4	19	174	84
IN THE NEWS- 8.26AM	8:26	03	SAT.	C	2,880	3.7	24	194	98	TIME OUT-12:28PM	12:28	02	SAT.	N	2,490	3.2	14	138	71
IN THE NEWS- 8.56AM	8:56	03	SAT.	C	4,900	6.3	33	202	99	TOM AND JERRY	8:00	30	SAT.	C	2,260	2.9	20	194	98
IN THE NEWS- 9.26AM	9:26	03	SAT.	C	5,680	7.3	36	202	99	NUMBER OF PROGRAMS 80									
IN THE NEWS-10.26AM	10:26	03	SAT.	C	4,430	5.7	25	196	99										
IN THE NEWS-11.56AM	11:56	03	SAT.	C	3,890	5.0	23	190	97										
IN THE NEWS-12.26PM	12:26	03	SAT.	C	3,660	4.7	21	183	98										
IN THE NEWS-12.56PM	12:56	03	SAT.	C	4,510	5.8	24	169	92										
IN THE NEWS- 1.26PM	1:26	03	SAT.	C	4,050	5.2	20	166	94										
IN THE NEWS- 8.26AM-SUN.	8:26	03	SUN.	C	470	.6	9	43	31										
IN THE NEWS- 8.56AM-SUN.	8:56	03	SUN.	C	390	.5	5	42	31										
IN THE NEWS-10.56AM	10:56	03	SAT.	C	4,280	5.5	24	197	99										
IN THE NEWS-11.26AM	11:26	03	SAT.	C	4,200	5.4	23	189	97										
ISSUES AND ANSWERS	12:00	30	SUN.	A	2,410	3.1	14	183	96										
JASON OF STAR COMMAND	1:00	30	SAT.	C	4,360	5.6	22	166	94										
JONNY QUEST	12:00	30	SAT.	N	2,410	3.1	14	138	71										
KIDS ARE PEOPLE TOO I	10:30	30	SUN.	A	1,320	1.7	9	119	81										
KIDS ARE PEOPLE TOO II	11:00	30	SUN.	A	2,020	2.6	13	121	81										
LEGENDS OF GOLF-SAT(S)	4:00	120	SAT.	N	2,490	3.2	10	175	87										
LEGENDS OF GOLF-SUN(S)	4:00	135	SUN.	N	3,500	4.5	14	196	96										
MEET THE PRESS	12:30	30	SUN.	N	3,580	4.6	22	191	96										
MIGHTY MOUSE/HECKLE-JECKL	8:00	30	SUN.	C	390	.5	8	43	31										
NBA PLAYOFF-GM.1	1:00	150	SUN.	C	6,540	8.4	31	186	99										
NBA PLAYOFF-GM.2	3:30	150	SUN.	C	4,750	6.1	20	184	98										
NBC MAJOR LEAGUE PRE GAME	1:00	19	SAT.	N	3,270	4.2	17	210	93										
NBC MAJOR LEAGUE GAME	1:19	161	SAT.	N	4,900	6.3	23	207	93										
NEW FAT ALBERT SHOW	12:00	30	SAT.	C	3,730	4.8	22	183	98										
PLASTICMAN/BABY PLAS SHOW	11:30	30	SAT.	A	4,120	5.3	25	185	95										
PRO BOWLERS TOUR	3:30	101	SAT.	A	6,150	7.9	24	192	95										
RICHIE RICH	9:30	30	SAT.	A	6,220	8.0	36	193	99										
SCHOOLHOUSE ROCK-8.26AM	8:26	03	SAT.	A	4,430	5.7	39	177	90										
SCHOOLHOUSE ROCK-10.26AM	10:26	03	SAT.	A	6,220	8.0	35	193	99										
SCHOOLHOUSE ROCK-10.56AM	10:56	03	SAT.	A	5,290	6.8	30	192	98										
SCHOOLHOUSE ROCK-11.55AM	11:55	04	SUN.	A	1,870	2.4	12	138	86										
SCOOPY & SCRAPPY DOO	10:00	30	SAT.	A	6,300	8.1	36	193	99										
SPORTSWORLD	2:30	90	SUN.	N	2,880	3.7	13	168	83										
SUNDAY MORNING	9:00	90	SUN.	C	2,800	3.6	24	135	84										
TARZAN/LONE RANGER-1	10:00	30	SAT.	C	4,670	6.0	26	196	99										

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